

Trends in digital document delivery

IV Conference on Internet Document Delivery and library cooperation

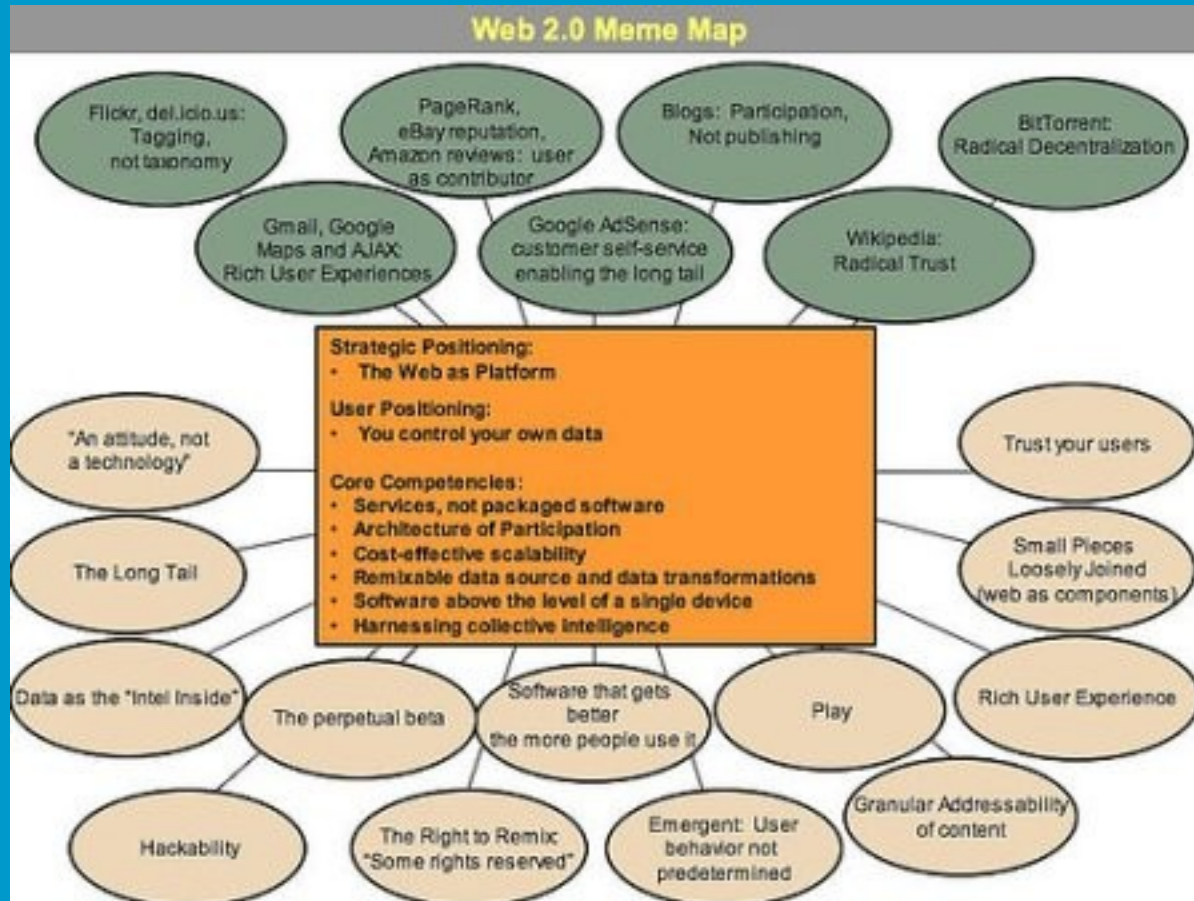
"DD Services and electronic resources: the user needs, the library answers"

18-19 March 2006

Ronald Dekker

12 settembre 2008

The year is 2006



Library 2.0

A view of the principles of Library 2.0

- 1. The library is everywhere
 - The pervasive library
- 2. The library has no barriers
 - The democratisation of information

Ken Chad, Paul Miller, Talis
2005

The Next Generation students (born after 1982)

- **Thumb generation**
- **Always had a PIN number**
- **Watch movies on PC screen**
- **Ctrl+Alt+Delete is their ABCs**
- **Pets have RFID tags**
- **WiFisplay stations replace playpens**

Dr. Tracey Wilen-Daugenti
Cisco

Document Delivery and Resource Sharing Section (IFLA)

Strategic Plan 2006-2007 (excerpt)

Balancing the intellectual property rights of authors with the needs of the users; (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (k)

And this is how we conduct our document delivery operation in Delft (external customers)

“For the moment we **print** out and **send a copy** of an individual article, chapter or entry from the licensed electronic products by **mail or fax** to our clients, **or download, print and scan** the requested item (to convert it to a PDF-file) and transmit it on DocUTrans to the requesting library. The scanned material will be deleted within 48 hours of scanning. “

“Beyond the photocopy machine” revisited: document delivery in a digital library environment

Interlending & Document Supply Volume 33 Number 3 2005 pp. 140-144

What questions should be answered?

And can we answer them properly?

"DD Services and electronic resources: the user needs, the library answers"

Agenda

- Scoping document delivery, customers and service
- Five requirements for document delivery
- DocUTrans
- Current changes in strategy at the TU Delft Library and it's relation to document delivery
- The Library answers?

Document delivery: What is it?

- User perspective (The reader):
 - getting hold of it
 - a transparent service
 - reliable (cost, speed, quality)
- Library perspective:
 - fill the gap between the customer and the (e) stock
 - known (and agreed on) quality of service
 - a process optimized for efficiency

Categorizing our customers (users)

- Internal: Delft University of Technology staff and students
 - TU Delft licensed materials
 - UKB consortia fee
- External NL and abroad: not for profit
 - UKB consortia fee
- External NL and abroad: profit
 - UKB consortia fee

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Why?

- Not because our customers like it..
- Nor because we like it....
- But because of rigid publisher contracts!
 - To be continued...

Five requirements for document delivery

"Beyond the photocopy machine: document delivery in a hybrid library environment", *Interlending & Document Supply*,.

Dekker, R., Waaijers, L.J.M. (2001),

Beyond the photocopy machine" revisited: document delivery in a digital library environment

Paula Dehlez, Just de Leeuwe, Ronald Dekker " (2005)

Five requirements for document delivery: 1

The customer of document delivery should not have the bother of having to use specific tools (software, hardware, etc.) that are not already available in their existing professional environment.

From this we derive our first requirement: our document delivery products should be made available to our customer without specific requirements on their side

Five requirements for document delivery: 2

Our document delivery customers will increasingly be members of the “global village”. This means that they will expect us to deliver anywhere, at any time, in any format.

So: document delivery methods must comply with the increasing mobility of our customers

Five requirements for document delivery: 3

Document delivery is solely about getting the document there. It is not about searching and finding information, nor is it about providing advanced information retrieval solutions. Document delivery starts after our customers have used our fancy catalogues, subject guides, databases, full-text retrieval systems etc.

This gives us our third requirement: document delivery must fit seamlessly to the “search and find” process.

Five requirements for document delivery: 4

For our customers document delivery should be a transparent service. Where the interaction between customers and “search and find” systems is high, there should be as little as possible (preferably no) interaction with document delivery systems.

This means: document delivery is about quality of service, not about systems

Five requirements for document delivery: 5

Last but not least, paper is going to be with us for a while. Although increasing amounts of scientific publications appear in electronic form, paper, and the necessity to deliver from paper holdings, will have to be dealt with by document delivery organisations for some years. Although there is no exact information about the number of copies of articles that are processed on a global scale that number must be immense. Processing copies from paper originals is a major operation for many libraries. If we assume that this number will not significantly decrease within the next five years, it seems more than worthwhile to improve the organisation of this process.

From this we derive our last requirement: there is a need for rationalisation

Based on these requirements DocUTrans was built DocUTrans is an scan on demand system

- Designed and built to enhance / automate the DDL operation
- A robust and scalable solution for professional DDL providers
- Web based using (de-facto) standards
- Makes use of state of the art scanning technology
- Workflow support

DocUTrans automates the complete document delivery process

- Request handling, seamless fit to “search and find” systems
- Sending off documents
- Sign-off
- Prepare invoicing data
- Process control
- Routing facilities supporting distributed stocks
- Web based job tracking

DocUTrans provides:

- a SERVICE to customers
- FRAMEWORK to assess and optimise the DDL organisation
- well defined INTERFACES to its environment

DocUTrans as a SERVICE

- provides DDL to the desktop
- without specific desktop requirements
- customer decides: hard copy (paper), fax or PDF

- **and as a FRAMEWORK**

- Business Process Redesign (BPR)
- Enhance labour circumstances
- Quality assurance

DocUTrans as a commercial product

- TU Delft Library: January 1997
- ETH Bibliothek Zürich: January 1999
 - Joined SUBITO
- Library University Utrecht: September 2000
- National Technical University Trondheim: early 2001
 - No shift to production due to (foreseen) copyright problems
- Feasibility study at BLDSC; Boston Spa, June 2000
 - BLDSC implemented Relais (EBSCO)

DocUTrans as a commercial product

Feasibility study NL document delivery infrastructure

When building a business case for the selling of DocUTrans it became clear that libraries do not intend to invest in the enhancement of their document delivery organisation. Apart from a few specialized organizations like the British Library who invested heavily in the implementation of their scanning-on-demand system, the average librarian seems to look away when document delivery is at stake. It seems to be perceived as an unavoidable necessity and rapidly becomes the unloved stepchild of the library. From this we concluded that no valid business case could be constructed to continue our commercial DocUTrans operation and we decided to stop our external sales activities. So DocUTrans became again what it was when we started: a scanning on demand system to enhance our own document delivery operation.

Strategy and change management in Delft University of Technology

Library

Until recently, the Library TU Delft was a traditional library which successfully integrated ICT as part of its services. The library had all the characteristics of a hybrid institution; physical services and “virtual” desks were both available and at times overlapped. Recently a vision has emerged of how our library should evolve. The main question was whether we should maintain the characteristics of a hybrid model or would radical changes be needed. A hybrid library means that daily maintenance is costly. In the future, and as far as possible, the content in our digital library will be completely digital. Customer service will be independent from physical restrictions and will run via virtual front offices (channels).

Due to budgetary considerations and the need for optimal services for clients, the profile of the library will change radically. In this new model, the client is interacting with the “search and finding” and “delivery services”; for example, the catalogue, alerting services, search engines, etc. are almost completely integrated digitally.

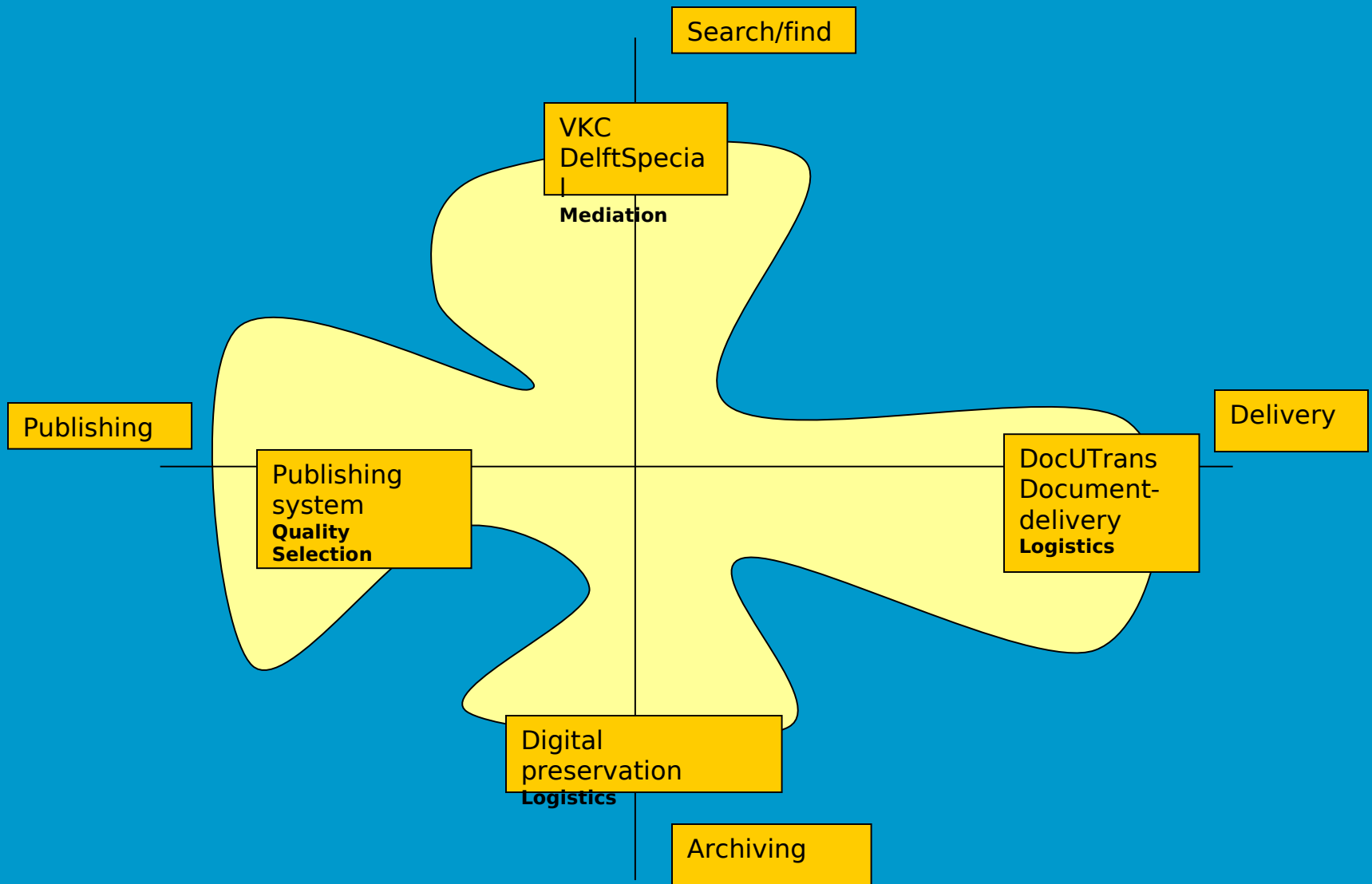
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The shift to e-services

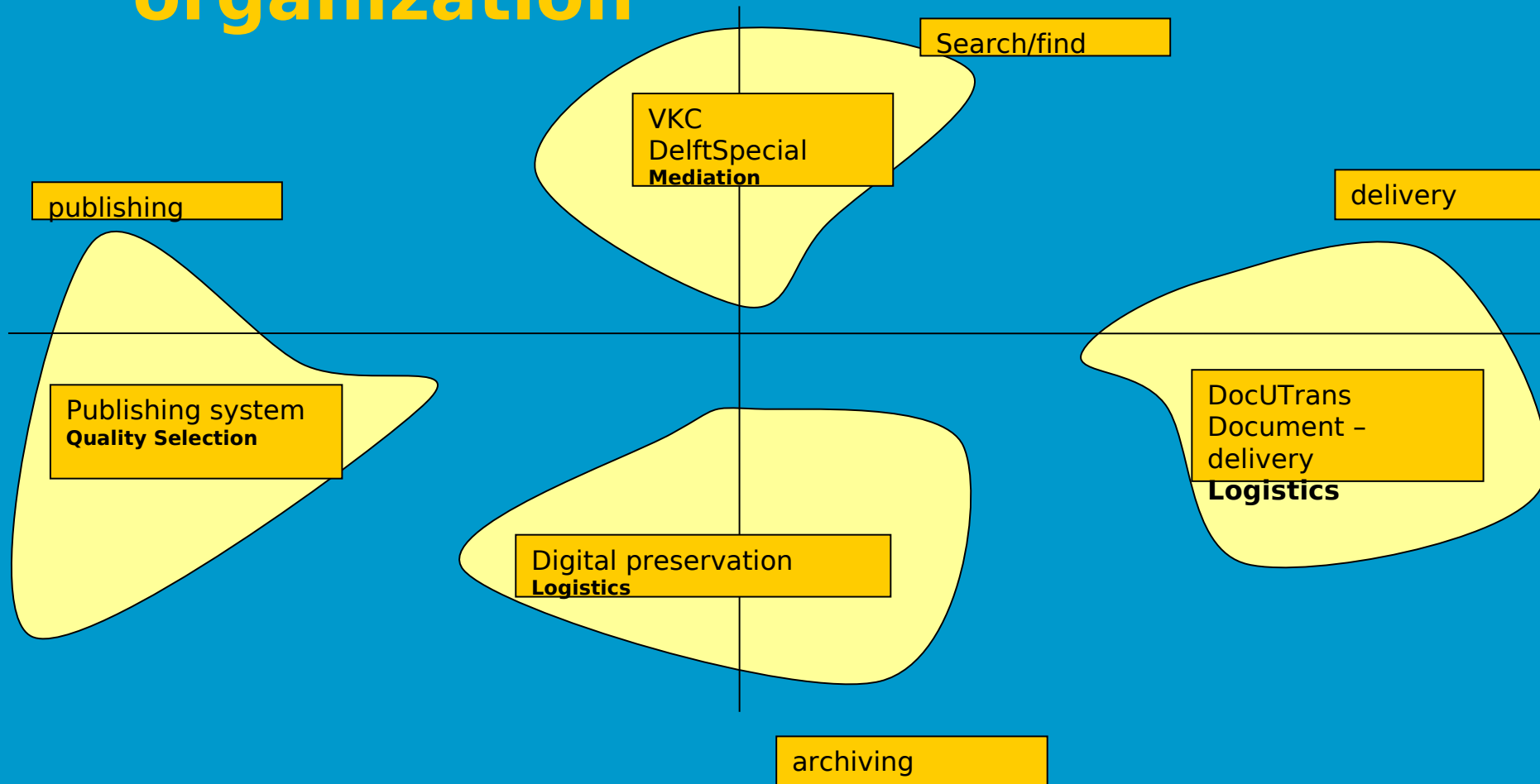
- Increase of ICT in research and education
- STM publishers focus on the end users, sustainable depositories and access to information. Those are our traditional services!
- Decrease of budgets and funding
- Forced collaboration between the technical universities in the Netherlands

Choices and consequences

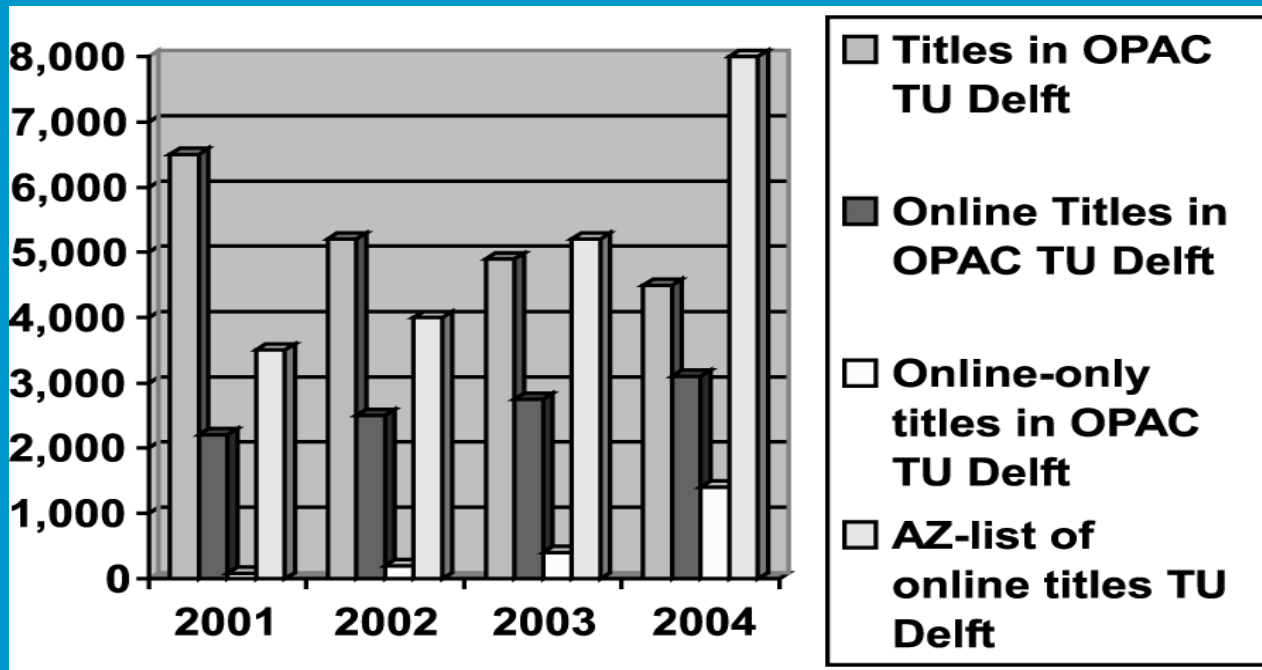
<i>Choice</i>	<i>Consequences</i>
100% digital products and services	<ul style="list-style-type: none"> ■ Digital services 24*7 ■ Discontinuance of reference desks
Specialisation on 3 areas	<ul style="list-style-type: none"> ■ Development of a virtual front office ■ Back office activities in cooperation with the Dutch technical universities ■ Publishing house in cooperation with (European) universities and/or other publishing houses
Strategic relevance of the library for research and education	<ul style="list-style-type: none"> ■ Digital information is fully determined by the end users' requirements



Competences in the new library organization



E-strategy and e-journals



In TU Delft's February 2005 catalogue there were 3,100 electronic titles out of a total of 4,500 (including print). With this trend, online titles have increased dramatically

More dramatic even is the growth of online only titles within the digital collection, to almost 38 per cent at the end of 2004. Intense negotiations over favourable licensing agreements with publishers such as ACS, Wiley, Kluwer Academic, Springer, Elsevier and IEEE, are now paying off.

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Our ambition

90 % of our journals on-line by 2007 (mostly e-only)

Our frustration

publishers can frustrate these ambitions by supplying paper based subscriptions or by offering unfavourable licensing agreements

And for document delivery

In our daily practice certain publishers will definitely not agree to an electronic document delivery provision

Because.....

.....they believe distribution and circulation is out of their hands and too easily multiplied and distributed!

“What we are concerned about is if individual articles can be distributed more widely than to the individual requesting them” as it is expressed by one of our suppliers.

Although this might be true, it is also easy to scan print articles and distribute them around the world in seconds.

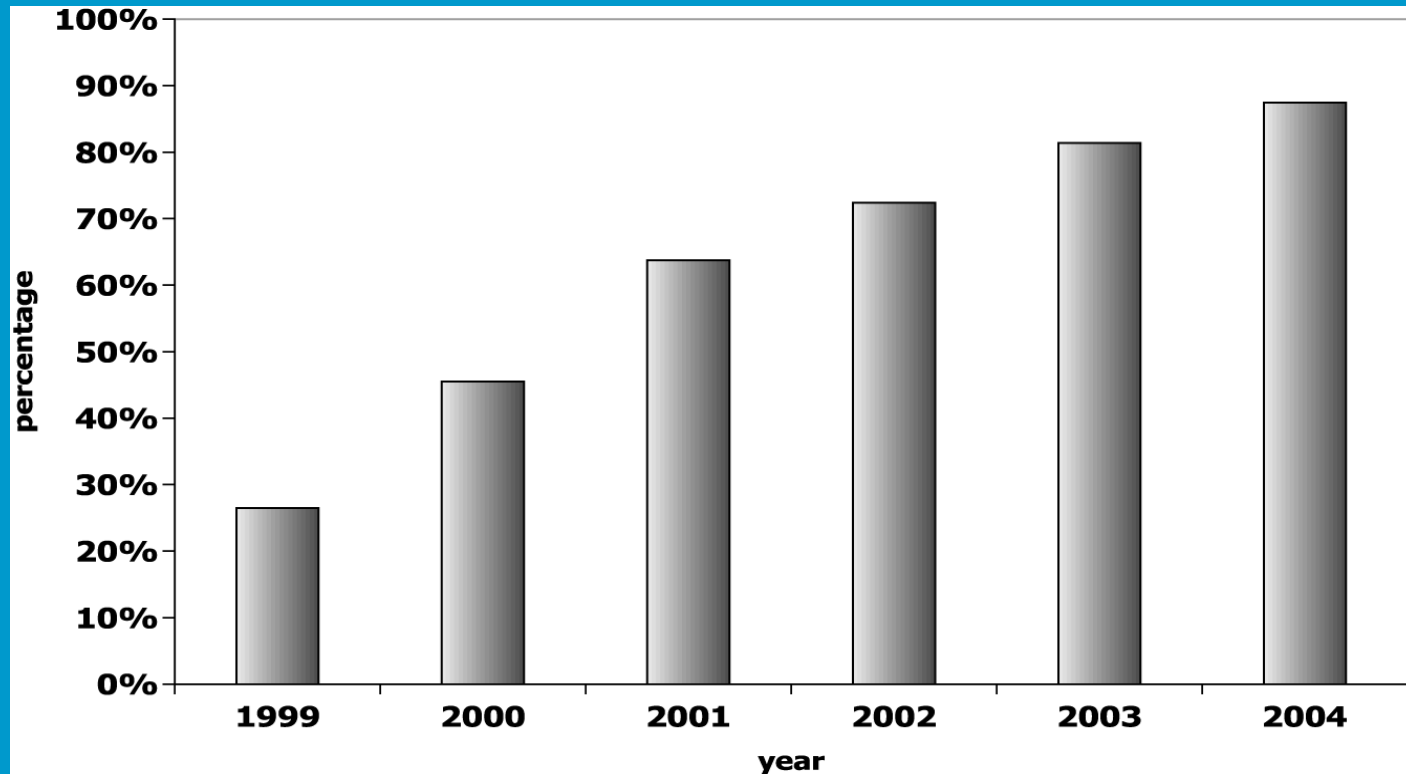
Legitimate business

By “legitimate business”, suppliers mean that potential customers could be lost if Library TU Delft supplies libraries or organizations with copied material

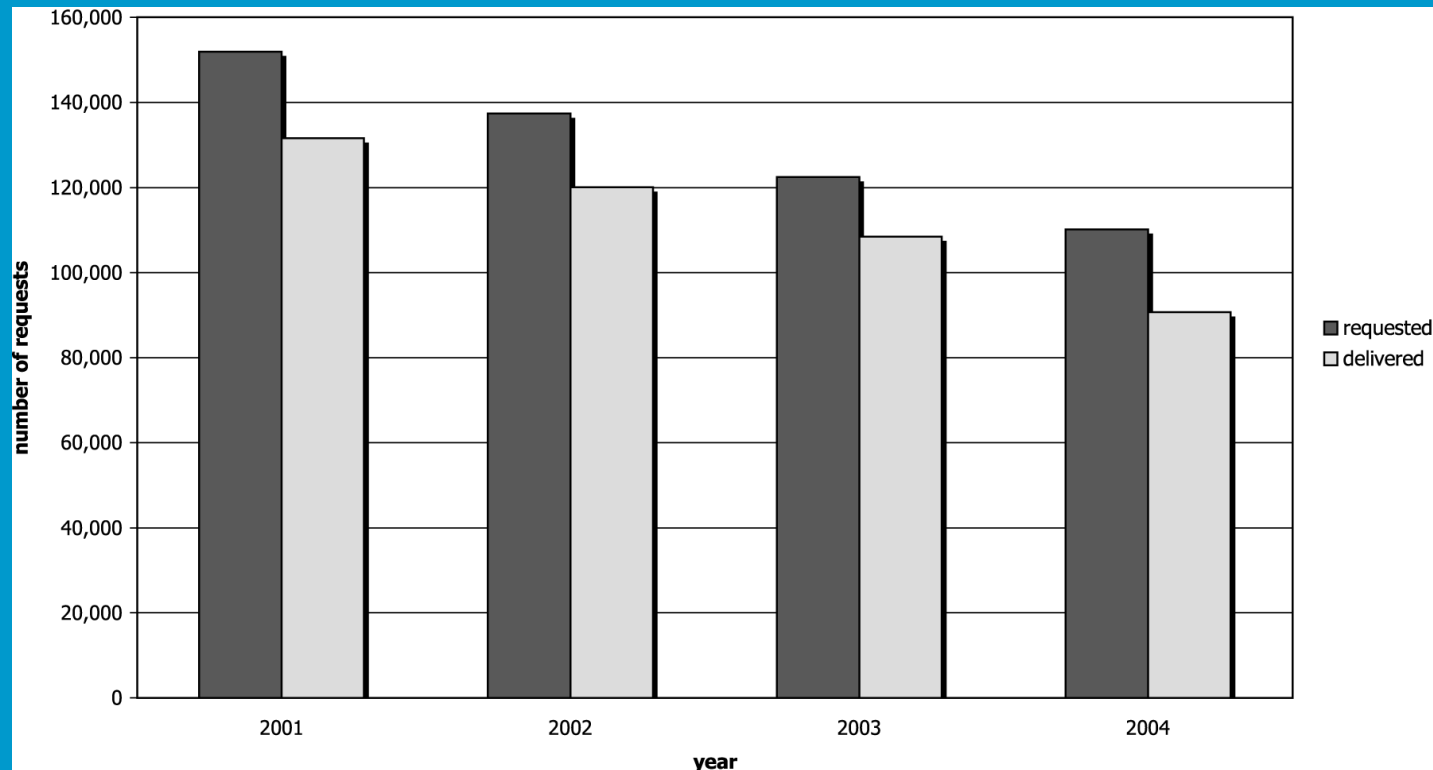
“It is our position that for-payment document delivery activities by subscribing clients erode our own business opportunities and potential market, thus undermining the financial stability for the future”, according to an important publisher

More obstacles arise if document delivery is limited within a one-year period to no more than a few (four to six) articles. The use of papers or articles from the licensed material that exceeds these limits must be accompanied by payment directly to the publisher or the copyright

Growth of pdf delivery 1999-2004 (Delft)



ILL copy request orders (Delft)



The Library answers

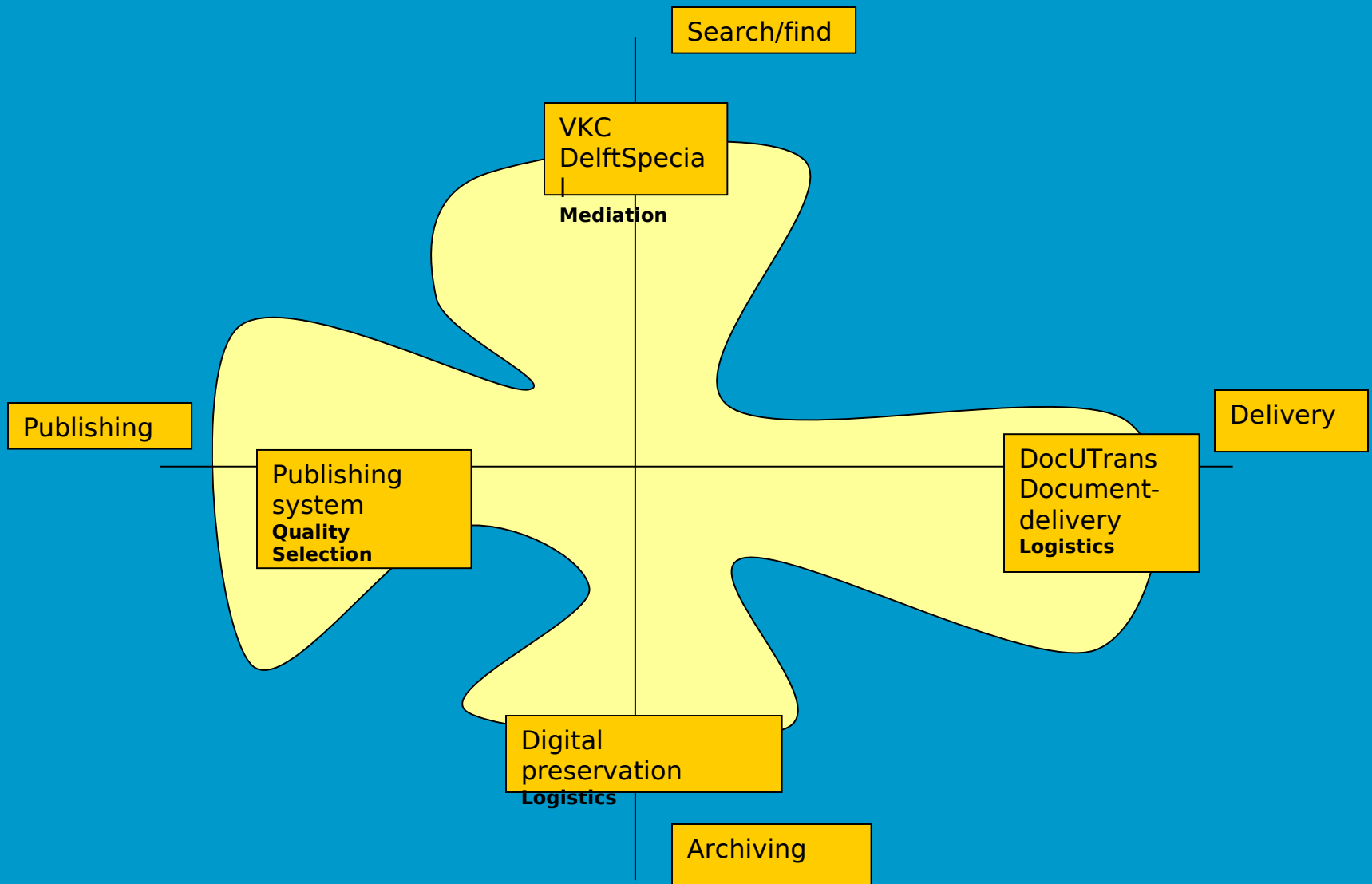
- The Future
 - Technology answers?
 - In future, publishers obstacles could be resolved by technology safeguards that make the distribution impossible or, at minimum, unlikely and difficult
 - Open Access
 - Budapest Open Archive initiative
 - Creative Commons
 - EU initiatives in OA publishing
 - Springer
 - Institutional repositories

What might be happening...

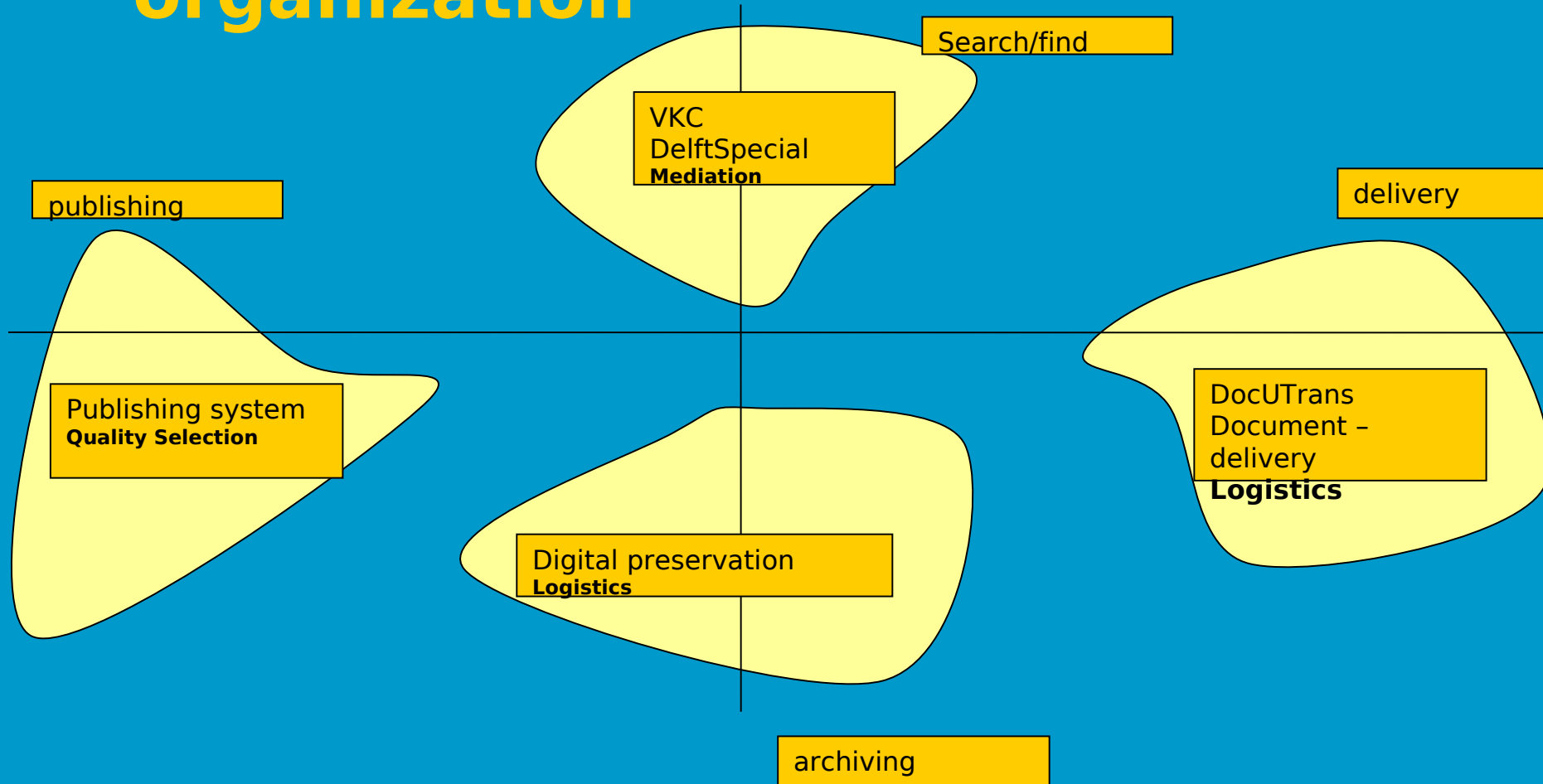
Research Libraries might opt out as external ILL document suppliers, leaving space for a few big players:

BLDSC:	3 million articles per year
SUBITO:	1 million articles per year
INIST:	6k articles per year

TU Delft University Library:	1k articles per year
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Competences in the new library organization



Research Libraries might opt out as external ILL document suppliers, leaving space for a few big players

Highly specialized
licensing
pay per view

....

Economies of scale

Risks?

monopoly
dependency

The question remains

DD Services and electronic resources: the user needs, the library answers

Should this be our answer?

Thank you very much!